

1. A method for receiving a multimedia message in a mobile multimedia messaging service user agent, comprising:
  - receiving a multimedia message transmission;
  - separating from the multimedia message transmission a descriptor representing a stored streamable media component and containing information necessary to initiate a streaming session, the information necessary to initiate the streaming session comprising a pointer; and
  - initiating a streaming session, using the descriptor, to retrieve the stored streamable media component described by the descriptor;
  - the method further comprising obtaining session description data using the pointer and the initiating of the streaming session comprising the sub-step of using the session description data to initiate the streaming session.
2. A method according to claim 1, further comprising transmitting streaming adaptation information before receiving the session description data.
3. A method according to claim 2, further comprising receiving a notification message that the multimedia message is available.
4. A method according to claim 3, wherein the streaming adaptation information is transmitted after receiving the notification message.
5. A method according to claim 4, wherein the descriptor is selected from a group consisting of a session description file, a uniform resource locator (URL), and a Universal Resource Identifier (URI).
6. A method according to claim 4, further comprising separating a non-streamable media component from the multimedia message transmission.
7. A method according to claim 4, wherein two different streamable media components of a multimedia message are represented by two different descriptors contained in the multimedia message.
8. A method according to claim 4, wherein the multimedia message transmission is received wirelessly.
9. A method for multimedia messaging in a mobile multimedia messaging service network entity, comprising :
  - receiving a multimedia message containing a streamable media component;
  - replacing the streamable media component with a descriptor providing information allowing a recipient user agent to initiate a streaming session to retrieve the streamable media component; and

sending the multimedia message to the recipient user agent; wherein the information allowing the multimedia user agent to initiate a streaming session comprises a pointer using which session description data necessary to initiate a streaming session can be obtained.

10. A method according to claim 9, further comprising:

obtaining streaming adaptation information regarding the user agent; and generating the session description data in accordance with the streaming adaptation information.

11. A method according to claim 10, further comprising the sending a notification message to the user agent of the multimedia message, wherein the streaming adaptation information is obtained after the sending of the notification message.

12. A method according to claim 10, further comprising receiving a multimedia message retrieve request from the user agent, wherein the obtaining of the streaming adaptation information is responsive to the multimedia message retrieve request.

13. A method according to claim 12, further comprising receiving a multimedia message retrieve request from the user agent, wherein the sending of the session description data is responsive to the multimedia message retrieve request.

14. A method according to claim 9, wherein if the multimedia message contains more than one streamable media component, each streamable media component is represented with a corresponding descriptor.

15. A method according to claim 9, wherein if the multimedia message contains more than one streamable media component, at least two streamable media components are replaced with one descriptor common for all replaced components.

16. A method according to claim 9, wherein the descriptor is provided by an entity selected from a group consisting of a recipient MMS relay and a recipient MMS server.

17. A method according to claim 9, wherein the session description data is contained in a session description protocol (SDP) file.

18. A method according to claim 9, wherein sending of the multimedia message to the recipient user agent causes the multimedia message to be transmitted over a wireless data transmission channel.

19. A multimedia messaging user agent comprising:

- a transceiver for receiving a multimedia message; and

- a processor for obtaining from the multimedia message a descriptor that represents a stored streamable media component and contains information necessary to initiate a streaming session, the information necessary to initiate the streaming session comprising a pointer;

- the processor being further configured to control the transceiver to obtain session description data by using the pointer and to control the transceiver to initiate the streaming session using the session description data.

20. A user agent according to claim 19, wherein the transceiver is further configured to transmit streaming adaptation information before receiving the session description data.

21. A user agent according to claim 19, wherein the transceiver is further configured to receive a notification message that the multimedia message is available.

22. A user agent according to claims 20 and 21, wherein the transceiver is further configured to transmit the streaming adaptation information after receiving the notification message.

23. A user agent according to claim 22, wherein the descriptor is selected from a group consisting of a session description file, a uniform resource locator (URL), and a Universal Resource Identifier (URI).

24. A user agent according to claim 22, wherein two different streamable media components of a multimedia message are represented by two different descriptors contained in the multimedia message.

25. A user agent according to claim 22, wherein the transceiver is a wireless transceiver.

26. A multimedia messaging service system comprising:

- a first network element for receiving a multimedia message comprising a streamable media component;

- a plurality of user agents;

- a second network element for notifying a recipient user agent of a multimedia message available to the recipient user agent;

- a third network element for replacing the streamable media component with a descriptor allowing the recipient user agent to initiate a streaming session to retrieve the streamable media component; and

the second network element for receiving a request for delivering the multimedia message to the recipient user agent and transferring the multimedia message to the recipient user agent responsive to the request, wherein

the descriptor comprises a pointer using which the recipient user agent can obtain session description data necessary to initiate a streaming session for delivering the streamable media component.

27.A system according to claim 26, wherein the second network element and the third network element belong to a common network entity.

28.A multimedia messaging network entity for operating in a mobile multimedia messaging service, comprising:

an input for receiving a multimedia message containing a streamable media component;

a processor for replacing the streamable media component of the multimedia message with a descriptor providing information allowing a recipient user agent to initiate a streaming session to retrieve the streamable media component; and

an output for sending the multimedia message to the recipient user agent;

wherein the information allowing the multimedia user agent to initiate a streaming session comprises a pointer using which session description data necessary to initiate a streaming session can be obtained.

29.A network entity according to claim 28, wherein:

the processor is configured to obtain streaming adaptation information regarding the user agent and to generate the session description data in accordance with the streaming adaptation information.

30.A network entity according to claim 29, wherein the network entity further comprises an input for receiving a multimedia message retrieve request from the user agent and the processor is configured to obtain the streaming adaptation information responsive to the multimedia message retrieve request.

31.A network entity according to claim 29, wherein if the multimedia message contains more than one streamable media component, each streamable media component is represented with a corresponding descriptor.

32. A network entity according to claim 29, wherein if the multimedia message contains more than one streamable media component, at least two streamable media components are replaced with one descriptor common for all replaced components.

33. A network entity according to claim 29, comprising at least one of a recipient MMS relay and a recipient MMS server.

34. A network entity according to claim 29, wherein the processor is configured to contain the session description data in a session description protocol (SDP) file.

35. A network entity according to claim 29, wherein the output is configured to send the multimedia message to the recipient user agent so that the multimedia message traverses over a wireless data transmission channel.

36. A computer program product for controlling a multimedia messaging user agent, comprising:

computer program code enabling the user agent to receive a multimedia message transmission;

computer program code enabling the user agent to separate from the multimedia message transmission a descriptor representing a stored streamable media component and containing information necessary to initiate a streaming session, the information necessary to initiate the streaming session comprising a pointer;

computer program code enabling the user agent to retrieve, using the descriptor, the stored streamable media component described by the descriptor; and

computer program code enabling the user agent to obtain session description data using the pointer; wherein the computer program code enabling the user agent to initiate a streaming session being configured to use the session description data to initiate the streaming session.

37. A computer program product for controlling a multimedia messaging network entity, comprising:

receiving a multimedia message containing a streamable media component;

computer program code enabling the network entity to replace the streamable media component with a descriptor providing information allowing a recipient user agent to initiate a streaming session to retrieve the streamable media component; and

computer program code enabling the network entity to send the multimedia message to the recipient user agent; wherein

the information allowing the multimedia user agent to initiate a streaming session comprises a pointer using which session description data necessary to initiate a streaming session can be obtained.